

Yahoo Sports Radio PINEHURST \$5K

Yahoo! Sports Radio (YSR): National Reach

YSR reaches more than 5-million listeners on our 374 network affiliates each week. Charlie Epps, swing coach to Angel Cabrera, hosts "The Golf Hour" on 49 network affiliates on Saturday mornings on YSR. "The Sports Flash" Radio Network has 132-network affiliates within a 500-mile radius of Moore County. [To download our two-page media kit, click here.](#)

Regional Radio: 134 affiliates within 500-miles of Moore County

"The Sports Flash" Radio Network powered by Yahoo! Sports Radio offers a regional advertising option that enables you to target your message to 132 radio affiliates within a 500-mile radius of Moore County, including: Florida (5 stations); Georgia (14); Kentucky (32); New York (5); North Carolina (29); Pennsylvania (3); South Carolina (8); Tennessee (8); and West Virginia (30). [For a full list of our 134 regional affiliates within a 500-mile radius of Moore County, click this link.](#) **PLEASE NOTE:** Recently "The Sports Flash" Radio Network has added CBS Sports Radio 810 in Orlando and ESPN Ithaca (NY) to its affiliate roster.

HomeofGolf.com "Sports Flash" powered by Yahoo! Sports Radio

We will brand our "Sports Flash" updates with as the HomeofGolf.com "Sports Flash" on our 132 network affiliates in the 500-mile radius of Moore County. The update surrounds your message with content the listener wants to hear.

GOLF - \$5,000	Yahoo! Sports Radio	"The Golf Hour"	Regional Radio	DIGITAL	VALUE ADDED
MARCH 31-APRIL 4	1 @ \$250.00	1 @ \$50.00	1 @ \$100.00		"Sports Flash" Branding
APRIL 7-11	1 @ \$250.00	1 @ \$50.00	1 @ \$100.00		"Sports Flash" Branding
APRIL 14-18	1 @ \$250.00	1 @ \$50.00	1 @ \$100.00		"Sports Flash" Branding
APRIL 21-25	1 @ \$250.00	1 @ \$50.00	1 @ \$100.00		"Sports Flash" Branding
APRIL 28-MAY 2	1 @ \$250.00	1 @ \$50.00	1 @ \$100.00		"Sports Flash" Branding
MAY 5-9	1 @ \$250.00	2 @ \$50.00	1 @ \$100.00		"Sports Flash" Branding
MAY 12-16	1 @ \$250.00	2 @ \$50.00	1 @ \$100.00		"Sports Flash" Branding
MAY 19-23	2 @ \$250.00	2 @ \$50.00	1 @ \$100.00		"Sports Flash" Branding
MAY 26-30	2 @ \$250.00	2 @ \$50.00	1 @ \$100.00		"Sports Flash" Branding
JUNE 2-6	2 @ \$250.00	2 @ \$50.00	1 @ \$100.00		"Sports Flash" Branding
	13 @ \$250.00	15 @ \$50.00	10 @ \$100.00		
TOTAL	\$3,250.00	\$750.00	\$1,000.00		
					TOTAL: \$5,000.00



1516 Lytell Johnne's Path
Williamston, MI 48895
(517) 927-4570
F: (517) 655-1761
mike@TheSportsFlash.com

Focusing on major championships

For the minimal \$5,000 package, we recommend a concentration of radio advertising around the major championships, including: The Masters (April 2014 & 2015); U.S. Open (June); The Open Championship (July); and the PGA Championship (August).

MAJOR CHAMPIONSHIP

GOLF (\$5K) & LEISURE (\$5K)	Yahoo! Sports Radio	"The Golf Hour"	Regional Radio	DIGITAL	VALUE ADDED
APRIL 2014	2 @ \$250.00	2 @ \$50.00	2 @ \$100.00		"Sports Flash" Branding
MAY 2014					
JUNE 2014	2 @ \$250.00	2 @ \$50.00	2 @ \$100.00		"Sports Flash" Branding
JULY 2014	2 @ \$250.00	2 @ \$50.00	2 @ \$100.00		"Sports Flash" Branding
AUGUST 2014	2 @ \$250.00	2 @ \$50.00	2 @ \$100.00		"Sports Flash" Branding
SEPTEMBER 2014					
OCTOBER 2014					
NOVEMBER 2014					
DECEMBER 2014					
JANUARY 2015					
FEBRUARY 2015					
MARCH 2015					
APRIL 2015	2 @ \$250.00	2 @ \$50.00	2 @ \$100.00		"Sports Flash" Branding
MAY 2015					
JUNE 2015					
JULY 2015					
	10 @ \$250.00	10 @ \$50.00	10 @ \$100.00		
TOTAL	\$2,500.00 (GOLF)	\$500.00 (GOLF)	\$1,000.00 (LEISURE)		
					TOTAL: \$5,000.00

Radio Commercials: Consistency & Frequency

The campaign combines consistency with an increasing frequency that leads up to the 2014 U.S. Open and beyond. Our proposal includes the following types of commercial flights:

- run-of-schedule (ROS), 6A-7P, Monday-Friday on YSR network affiliates;
- flight of commercials on "The Charlie Epps Golf Show" on 49 network affiliates; and,
- regional inventory of commercials, billboard messages on 134 regional affiliates.



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Co-Op Partners

Highlighting your co-op partners is a cornerstone of our proposal, including a live broadcast, a short-form golf-focused feature, and guest appearances on network programming. Here's how:

- co-op partners making guest appearances on YSR shows, including "The Golf Show" with Charlie Epps;
- live national radio broadcast from co-op partner's location during 2014 U.S. Open;
- short-form golf-focused feature that highlights your co-op partners; and,
- interactive regional golfer of the year campaign that can include co-op partner participation.

Audience Demographics

This integrated marketing campaign will reach well beyond the traditional "sports" audience, delivering a truly adult audience that reaches slightly more women (53-percent) than men (47-percent). Here's a profile of our audience:

Ron Richards

is a huge fan of Steve Czaban, listening to Czabe on his local station each morning. That is whenever his kids let him control the radio on the way to school. Most days, Ron catches a few moments of the show before arriving at his job as a regional sales manager for an engineering firm. After a long day of client meetings, phone calls, and managing his staff, Ron rushes out to coach his son's soccer team or to pick up his daughter from basketball practice. At the end of the day, Ron checks up on the latest sports headlines at Yahoo! Sports and listens to the "Daily Czabe" podcast at www.YahooSportsRadio.com.

Weekends are spent going from one sporting event to another with the kids, so Ron doesn't get to play as much golf as he'd like, but there the occasional round with friends.

Vacations aren't nearly as long as they were before the kids. Rather than weeklong trips, the family is more likely to several long weekend getaways each year.

Rhonda Richards

is an assistant principal at the local high school. Although now married with children, Rhonda still enjoys contemporary hit radio. The music is fun, energetic, and full of youthful exuberance, which she enjoys. Rhonda enjoys many of the crossover country music stars and often will listen to the classic hits station for a trip down memory lane. That's where most mornings she'll catch YSR's headline-orientated "Sports Flash" update. A marginal sports fan, she enjoys keeping up to date on the latest sports news without the bombastic commentary of sports talk radio.

Rhonda enjoys spending time with friends, participating in a book club, working out, and playing in a women's golf league, whenever she can find the time. An organizer by nature, Rhonda enjoys planning the family vacation and often conducts research for new trips based on what she's heard on the radio.

Detailed Reporting

Gow Media can provide you and your co-op partners with detailed data regarding listeners, impressions, unique visitors, downloads, and registrations. We will also provide you with a detailed proof-of-performance affidavit each month during the campaign.



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Easy Payment

We have experience in working with government, non-governmental agencies, and military on processing payment. Our staff has the experience to make the payment process painless for both of our organizations.

Best Choice

For an affordable, effective integrated campaign that is specifically designed to increase inquiries, brand awareness, and web traffic, Gow Media's properties are the best choice for 2014.



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